FAA

44th ANNUAL CONVENTION

Report Issue

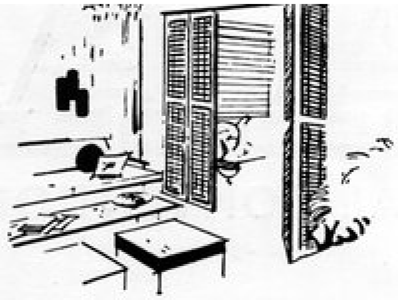
December, 1958

The

Florida Architect

OFFICIAL JOURNAL of the FLORIDA ASSOCIATION OF ARCHITECTS of the AMERICAN INSTITUTE OF ARCHITECTS





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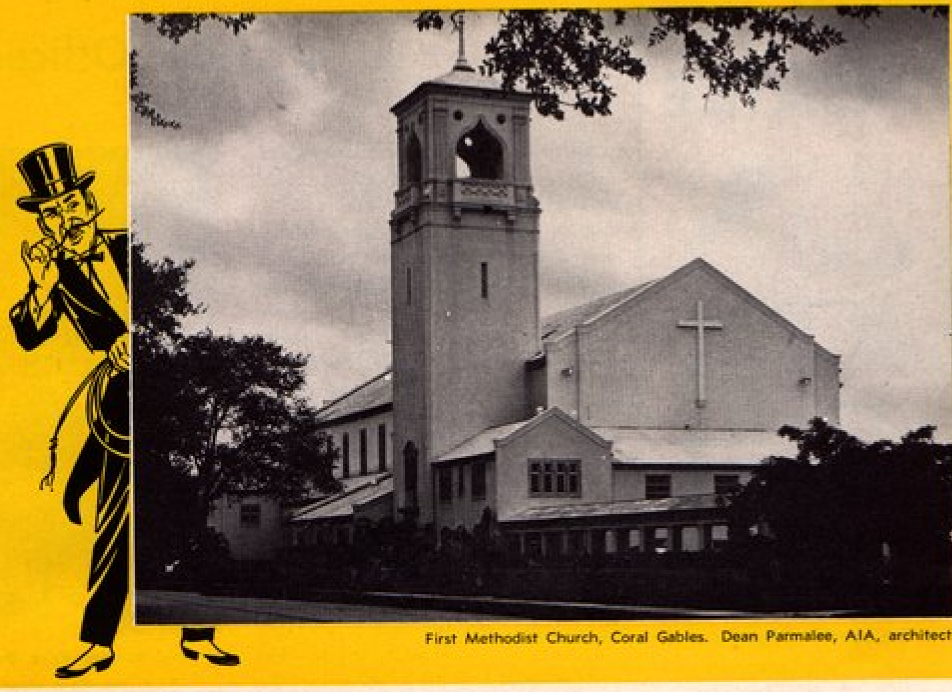
In January the custom established during the past two years will continue. The January issue will be "The Presidents' Issue" and will contain rosters of Chapter officers as well as messages from each Chapter President . . . Parts of the 44th Convention will also be coming along in near future issues. The "Workshop Session" on the Package Deal will be reported in full detail as one of the most constructive discussions ever held by architects. And in due time it is hoped that a portfolio of FAA Award winners can be presented as a kind of mailable Florida Architecture by Florida Architects' show.

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ROGER W. SHERMAN — Editor
VERNA M. SHERMAN
FAA Administrative Secretary

VOLUME 8
NUMBER 12
1958



First Methodist Church, Coral Gables. Dean Parmalee, AIA, architect.

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FAA Makes Clean Sweep Of 1959 Officer Slate



John Stetson, Palm Beach Chapter FAA President-elect for 1959

With what were in most instances decisive majorities, corporate AIA members attending the FAA's 44th Annual Convention chose an entirely new roster of officers to guide the destinies of the Association during 1959.

Elected were: *President*, JOHN STETSON, Palm Beach; *Secretary*, FRANCIS R. WALTON, Daytona Beach; *Treasurer*: JOSEPH M. SHIFALO, Mid-Florida. For the Florida North District vice president, the Convention elected ARTHUR LEE CAMPBELL, Florida North, for a three year term. Campbell will become the Association's third vice president. He had served a one-year replacement term as vice president having been elected at the 1957 Convention to fill the unexpired term of FRANKLIN S. BUNCH who resigned after his appointment last year to the Florida State Board of Architecture.

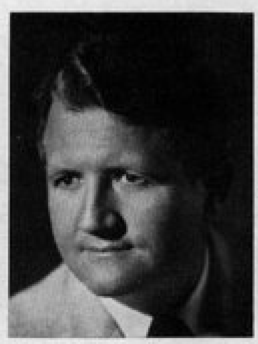
All offices were contested in that the Nominating Committee, chairmanned by JAMES DEEN, had named two men for each spot, one of which was the incumbent. The only nomination from the floor was that of ROBERT H. LEVISON, currently the president of the Florida Central Chapter. His name was presented by SIDNEY R. WILKINSON, and seconded by ARTHUR LEE CAMPBELL, both men indicating they were acting under instructions from their Chapter's membership.

When the polls closed Friday afternoon, no clear majority had been registered for the presidency. But the runoff balloting as the first order of business at Saturday morning's session between 1958 president H. SAMUEL KRUSE and JOHN STETSON gave the former president of the Palm Beach Chapter a decisive, two-to-one victory. This is the second time Stetson has been a presidential nominee, the first being in 1957 when he was defeated for the office by EDGAR S. WORTMAN.

The new officers will assume their administrative duties for the FAA as of January 1, 1959. At that time also H. SAMUEL KRUSE will become a member of the FAA Board of Directors

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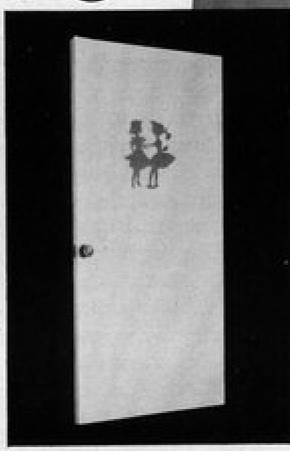
For FAA Treasurer during 1959 the Convention chose Joseph M. Shifalo, far left, of the Mid-Florida Chapter. Secretary for 1959 will be Francis R. Walton, left, of the Daytona Beach Chapter. Walton held the post of Secretary-Treasurer for the FAA during 1952.

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New Officer Slate...

(Continued from Page 4)

as an immediate past president. At an orientation meeting of the old and new FAA Board held Saturday afternoon, November 22, Jacksonville was named as the site of next year's initial Board meeting. President-elect Stetson indicated that effort would be made to schedule the meeting to coincide with the January meeting of the Jacksonville Chapter.

The man who will lead the FAA relative to policies and programs during 1959 is a native Floridian, having been born at Ft. Pierce, June 26, 1915. He graduated from the University of Florida, was a member of Gargoyle and has traveled extensively. After experience in offices of August Geiger and Norman Six, he formed his own firm of John Stetson and Associates in 1947. His AIA membership dates from the same year; and since that time he has been increasingly active in AIA affairs on local Chapter, State association and national levels. Notably, he served two years on the AIA Committee on the Home Building Industry and in 1954 was appointed an AIA Delegate to the RIBA Convention in England.

Of special interest to the FAA's new president is the activity of architects in cooperation with other elements of Florida's building industry. He has been an active organizer of the Palm Beach Chapter's local Joint Cooperative Committee and has served as Chairman representing the FAA on the Joint Cooperative Committee FAA-AGC-FES at state level. He is a vigorous proponent of welding closer ties between the profession and the various trade and professional groups with which it works.

Stetson has earned the reputation of being a resourceful organizer and an imaginative leader. He has had close and direct contact with FAA affairs for many years, having served on various FAA Committees and on the FAA Board since 1951.

AIA Board Appoints Gamble . . .

Clinton Gamble of the Broward County Chapter, has been appointed AIA Regional Director for the South Atlantic District to fill the vacancy caused by the sudden death of Sanford W. Goin, FAIA. The appointment was made during the AIA Board meeting in Clearwater the week of November 10. The Board also approved a resolution that Florida be given full status as an AIA District as of the AIA Convention in June, 1959. At that time the South Atlantic Regional Director will be assigned as Regional Director of the new Florida District.

This means that Clinton Gamble will become the Florida District's first regional director. He will serve as such until his term of appointment expires as of the AIA National Convention of 1960.

In selecting Gamble the AIA Board named a man who has been intimate with AIA affairs in Florida for many years. Formerly active in, and a president of, the Broward County Chapter,



AIA Director Clinton Gamble

Gamble served on the FAA Board, was secretary of the FAA for two years and a president of the State Organization for a like period. He served also as chairman of the AIA Committee on Hurricane Protection. He is a principal in the firm of Gamble, Pownall and Gilroy, of Ft. Lauderdale.



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Opportunity Bulks Big Ahead...



In 1959 Construction will chalk up its first Fifty-Billion-Dollar Year -- and in the ten years ahead its total volume will soar close to a staggering Six-Hundred-Billion . . . . Here the 44th Convention's Banquet Speaker examines some of the facts and figures that form the basis for these fantastic forecasts . . .

By RALPH DELAHAYE PAINE, JR.,

Publisher, Architectural Forum and Fortune

Tonight I am going to talk about something called the "Sixties". The "Sixties" are not necessarily the precise ten years between 1960 and 1970. The "Sixties" have become more than that; the word has taken on a symbolic meaning of its own. To businessmen particularly it has come to represent a new period of expansion, of new high levels of prosperity and national well-being, of new areas of opportunity and challenge.

People have been talking about the "Sixties" for the last five or six years. What started the talk of the "Sixties" well before the "Fifties" were half done, was, of course, the rise in the birth rate, confounding all the prophets about the growth of the U.S. population. Mathematically, it was not very difficult to figure out that the first of the great baby crops of the 1940's would reach the age of consent in the 1960's, would start to marry and have babies of their own, thus adding to the already very evident upward surge in population. And in a country with rising productivity, like the U.S., expanding population spells expanding markets. The "Sixties" already stand for a period of boom; a period which probably already has begun and which may well run on through the 1970's.

What, with reasonable safety, can be predicted about the "Sixties"? First of all, barring a nuclear catastrophe, it is clear that the population of the U.S. will pass the two-hundred-million mark sometime between now and 1970. Actually the population expansion in the U.S. seems to be picking up momentum—even before the famous crops of war and post-war babies have started having babies of their own. Anyone using population figures more than one year old is probably out of date. So the two-hundred-million figure will probably be reached sooner rather than later. That is a pretty significant figure for architecture. Space, in one form or another, space in all its forms, must be provided for another twenty-five-million people within less than ten years.

Another reasonable prediction is that the Gross National Product, the sum of America's annual output of goods and services, will go into the 1960's at, or very close to, a rate of five-hundred-billion-dollars. That is Mr. Truman's famous half-trillion prediction of years ago, the first use of the word "trillion" in U.S. public life. And if we go into the 1960's at the rate of five-hundred-billion-dollars, there is good reason to believe the figure will rise to seven-hundred-billion-dollars or more within the following ten years. No one would be rash enough to contend that we will achieve such growth in one smooth, uninterrupted curve. There will be ups and downs, of course, just as we have had them in the past ten years.

Nevertheless, these are staggering figures. But they are even more staggering in their implication for building and construction. Since World War II total construction has run at the rate of about ten-to-eleven-percent of the GNP.

If we continue to spend about the same ratio of our resources on building and construction in the "Sixties", the sum total for the ten years work out somewhere around six-hundred-billion-dollars. That is such an enormous amount of construction that it is hard to visualize what it means. Miles Colean, *Architectural Forum's* economist in these matters, points out that it is more than the depreciated value of all structures now standing everywhere in the U.S. And we are off to a head start, for *Architectural Forum's* forecast of construction for next year, for 1959, is over fifty-billion-dollars—the first fifty-billion-dollar construction year in U.S. history.

Perhaps I have by now suggested that there will be plenty of business for the architect in the "Sixties". Total construction figures, it is true, include many categories of construction in which the architect is, alas, not asked very often to participate—heavy engineering, highways, water and sewage, and so forth. But no matter how you look at the figures, the next ten years will see the great-

(Continued on Page 10)

Opportunity Bulks Big Ahead . . .

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est building boom of all time. The challenge and opportunity for the architects of America is to see to it that these vast sums are spent intelligently, effectively and tastefully.

The big figures I have just been expounding are not of themselves an unmixed blessing. To jam another twenty-five-million people into our cities, to ram super-highways through the landscape, to add another ten or fifteen million more vehicles to our present automotive population—these are not going to be easy things to do.

Widespread prosperity in the past has often eased rather than worsened our social problems. Will this be true in the "Sixties"? There is, I think, room for doubt. Economic expansion of the magnitude which seems almost inevitable in the next ten or fifteen years may well create more problems than it solves. It is the higher incomes that are buying the automobiles, that are buying the new homes in the new developments, that enable the young families to escape the city in favor of the suburbs. Meantime the central cities continue to deteriorate; urban renewal has hardly made a dent in the problem.

Passenger and commuter traffic is bankrupting the eastern railroads, with no satisfactory substitute in sight. We have already accumulated very large deficiencies in water and sewage facilities. It is authoritatively estimated that merely to catch up we need expenditures of nearly $7-billion in additional sewage facilities and more than $4.5-billion for water supply. And a program almost the size of the Federal Highway Program is needed to meet the water and sewage requirements of the "Sixties".

For a country which has made as much noise about indoor plumbing as we have in the U.S., that is really an appalling commentary. Indeed, we seem to have substituted the superhighway for the bathroom as our national symbol of plenty.

So I am suggesting that the "Sixties" may not turn out to be quite the golden age so many people think they will be. *May* not, let me emphasize, *may* not. For all the problems I have mentioned are susceptible of architectural interest and influence. And therein lies hope. For most of our problems are problems of space, of order, of relationships, of man-made environment. To these the architect can and must contribute greatly.

Let me try to put this challenge in another way. The problems I have mentioned have mostly to do with cities—cities and their satellite areas. The City is where most architecture happens. Most of the six-hundred-billion-dollars or more we will spend on construction in the next decade will be spent in and around cities. Half of the Federal Highway Program is earmarked for use in and around cities.

All the population gains of the coming years will go into cities or their suburbs—*plus* a lot more in the shape of the continuing drift to the cities from farm and rural areas. America is very rapidly becoming the first truly urban civilization in history.

Now as we all know, the city has taken a terrible beating in recent years as a place to work, as a place to do business, and particularly as a place to live. Our cities have fallen into disrepute for good cause. I don't need to bore you with the reasons; we all know. But our cities are not going to die or disappear.

We also know there is a gathering of forces to do something about them. The job is so colossal that the progress seems maddeningly slow. But there is no doubt whatever that something big is beginning to happen, and that fairly soon we will begin to see tangible results.

For the architect this is of prime concern. What America is going to look like in very large part is what our cities are going to look like. In important measure, what America is going to be like is what we make of our cities. American civilization will be an urban civilization, and if its architecture is to be great architecture, truly symbolizing a great civilization, then its cities must be, architecturally, great cities. They must be beautiful, inspiring, delightful *and* efficient. And they can be. The architects can make them so.

Perhaps I should say, *only* the architect can make them so. For in an age of specialization, who will be the generalist? Who among all the clashing special interests will hold steadfastly to the higher goals of beauty, proportion, sensibility and humanity? The only man trained to it is the architect. But, the architect in *a new and widening role.*

We don't have time to train a new generation of "specialized" architects for this great task of replanning, rebuilding and rationalizing our urban complexes. *For better or for worse the next hundreds of billions we will spend in our cities is going to be spent directly or indirectly in accordance with your ideas.* Or if those billions are spent contrary to your ideas, if they are spent only in the pursuit of small or narrow or short-sighted ends, or if they are spent without vision or taste, then we will have thrown away the greatest architectural opportunity we or any other nation ever had.

Thus far I have outlined the opportunity which lies before architects everywhere—the opportunity virtually assured by the tremendous volume of construction in the years ahead. And I have suggested the challenge—which is to bring order and sense and beauty out of all this vast activity.

Let me hastily say that I am quite aware of the difficulties which beset the architect and the planner in trying to bring order, sense and beauty out of man-made America. There is politics, shortsightedness, apathy, ignorance, cynicism, lack of responsibility, and plain human cussedness. It may seem impossible *ever* to master urban sprawl, scatteration, the mess of Roadtown. It may seem impossible *ever* to solve the downtown traffic problem. It may seem impossible *ever* to create beauty or charm out of the endless square miles of ugliness and squalor of city approaches.

Yet there is an example right with us which indicates that seemingly impossible tasks do get done. That example is schools: It was only a few years ago that the classroom shortage was a national scandal and the principal topic of every educator's speech. Yet the fact is we have built 550,000 classrooms since 1946. We have built

(Continued on Page 34)


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YOU AND THE A. I. A.

In his Keynote Address to the FAA's 44th Annual Convention, the President of the Institute examines professional opportunities of an expanding era and finds them good . . .

Since Sept. 10th, Norma and I have had the pleasure of meeting architects all around the country. As a matter of fact, this is the tenth convention we have attended.

All of these conventions and meetings have indicated that we in the AIA are united and continuing to organize in fellowship the architects of America. Just last week I wrote welcome letters to 90 new members of the AIA. It is our responsibility to make our professional organization a dynamic force in our society.

I have been impressed with the themes of the programs at these meetings . . . "Architects of the Space Age," "Living with the Sun," "Planning your Environment," "Your City-Your Architect"—to mention a few. It seems to me that your theme, "Opportunity in an Expanding Era" expresses the challenge that is truly facing our profession.

I am pleased and honored to bring you the greetings of the officers and board of the AIA and to congratulate you on the splendid job you are doing here in the wonderful State of Florida.

The subject of my remarks this noon is "Today's Challenge and Opportunity".

Today's challenge and the opportunities for architects are perhaps nowhere as concentrated and apparent as they are right here in Florida.

They are symbolized by two facts—your phenomenal building boom and that rocket launching site at Cape Canaveral. Another factor, although perhaps not as uniquely Floridian, is that as a state of high fuel and power cost, Florida is the logical site for profitable nuclear power reactors. I understand work along these lines is in progress not only at the University of Florida, but also in the Everglades.

Florida is changing rapidly from a happy, very liveable playland which picks oranges to a teaming industrial area which shoots off space satellites. It is up to our scientists (and those who must give them the financial support) to make those satellites bigger than oranges. But it is up to us architects to keep the new industrial and commercial developments happy and liveable. Here, I believe, is the challenge.

Recent developments clearly demonstrate the opportunity.

The statistics published by *Engineering News Record* tell us that in 1957 total construction in the United States declined 17 per cent as compared to 1956. But it increased 26 per cent in Florida. This year, I understand, construction activity here increased another 8 per cent. There is every reason to believe that this intensive building activity will be even further accelerated. Your industry and your harbor developments are still growing. So is air traffic to South America. The Interama Fair which is to open here soon is symbolic of our growing trade with our developing sister republics south of the border for which Florida is the ever-expanding trading post.

Now, we've seen rapid industrial expansion, sudden and erratic population growth, and exciting new technological developments before. The steam engine, the motor car, the airplane . . . the teaming masses of new immigrants at the turn of the century . . . all of these things offered new opportunities, new challenges, new problems.

And in many respects—let's face it—we've bungled them.

Let me give you just one indication of what I mean: Only fifty or a hundred years after we have built our great cities in the East and Middle West—and even fewer years after we built some of the cities on the West Coast—we have to worry about slums and congestion and urban renewal.

Rome and Paris were built many centuries earlier and you don't hear anyone talking about renewal or rebuilding the core of the city there.

I think there are many lessons in this simple fact which we must try to accept. The first of these is that we should not just rejoice over the great opportunities in an expanding era. We must also soberly face the challenges and struggle with the problems.

It is easy enough to intoxicate ourselves with miraculous visions of the future. It is much harder to realize that the tough, dreary, often routine problems we must solve *today* are a

By JOHN NOBLE RICHARDS, FAIA
President,
American Institute of Architects



part of that future.

I could be facetious and say: "*Why worry about getting to the moon when we have so many problems to solve here on earth?*" I won't say it, because it's not what I think. If I were to talk in a light vein, I would hold with Robert Frost who sighed in one of his poems:

"*I'd like to get away from earth awhile*
And then come back to it and begin over."

But I won't be facetious and I am talking quite seriously.

Like all of us, I am thrilled and excited by the incredible visions our scientists are opening up for us. The human mind should never hold back. We must always go on exploring, searching, seeking truth.

We may not always find what we are looking for—as the scientists themselves well know. As one of them explained recently, Columbus set out to find a short-cut to India with its precious stones and spices. He failed to find these particular treasures. But when we look at this America he stumbled upon in his search for something entirely different, we can't say that he came home entirely empty-handed. Yet, in a sense, these United States are merely a by-product of his search for something else.

By the same token, we are already beginning to benefit from numerous by-products of atomic and missile research—new metals, new electronic devices, a multitude of other things that were found, so to speak, on the road to the moon but that will improve our ways on earth—our human life and the human environment.

And that must be our first and foremost concern as architects.

If in coming to terms with our new opportunities we keep "human scale" foremost in our minds, we cannot fail. No matter what a revolutionary, new technology might bring.

The men who conceived the Champs Elysees did not even dream of the motor car. But it was no accident that they provided for more space and easier traffic flow than their horse carriages and the stately parades required. Enough, in fact, to accommodate even today's deluge of motor cars.

Why? Because they thought of beauty and grandeur and uplifting the human spirit. They succeeded where our purely functional and utilitarian notions of as recent as ten years ago failed. The Acropolis is still not obsolete—even if you were to hold worship services in the Parthenon today.

This is the third or fourth architectural gathering I have attended this year which devoted itself to a discussion of the implications of the space age and its challenges for our profession. There has been a lot of earnest groping and deep, fruitful discussion just as there will be here.

But the essential thought which emerges from all of these meetings, and which, I am sure, you will also arrive at, is this:

No matter whether we design residences, office buildings, cities, atomic energy plants, or shelters on Mars for our space travellers, we are not just building for machines, but for human beings, for people. Man is still and will remain the center of things. The only chance we have for greatness is not in a machine dominated environment, but in a human dominated one.

That means that we must take basic human needs into account. For whether man lives in a mud hut or in a space ship, he'll still worry about getting along with noisy children and possibly even noisier neighbors.

Man wants progress, but he wants it tempered with the familiar.

He wants change, but he also needs help in adjusting to that change.

He craves not just efficiency and comfort, but individuality and beauty.

Our job as architects is to provide just this. Or, in other words, it is our job to make this brave new world somehow liveable. The scientists, at least a good many of them, realize this. Dr. J. Robert Oppenheimer, for instance, has said:

"*In the difficult balance of teaching, we tend to teach too much in terms of utility—and too little in terms of beauty.*"

I am sure Dr. Oppenheimer is quite willing to extend this from teaching to architecture for, as John Ely Burchard of MIT put it, "*build-*

(Continued on Page 14)

You and The A. I. A. . . .

(Continued from Page 13)

ings without beauty are not architecture."

Now, to attain this aim, to turn these great opportunities into another renaissance of beauty and human values, we must do one thing above all: We must assert ourselves as architects—that is, as master builders—in a society that all too often tends to forget that it needs us and needs us badly.

Our training as designers will help us little if, as it has happened quite often in the past, the technicians concerned with the building of an atomic energy plant simply hand us a prepared diagram and say: "*Here, draw up a suitable elevation!*"

So, for one thing we must work much closer with the technicians and scientists who in many respects are far ahead of us. But ahead or not, no scientist can design an atomic plant which creates a decent environment for the people who work in it and must look at it, any more than a banker can design a bank or a doctor can design a hospital.

The same is true of our work with city planners, developers, and, as I have often said in the past, the home builders. We must work closely with these people. We must assert ourselves as the leaders of the building industry. We must gain public support for good design and a better human environment.

No architect can do this alone. It requires a common effort and close cooperation and coordination through our professional society—The American Institute of Architects.

The Institute is much concerned with meeting the challenge of this new era. In brief we have two elementary answers: 1) high professional competence; and 2) good public relations.

Professional competence and good public relations have in some of our communities elevated the architect into a position of undisputed leadership in city planning and urban renewal.

Increased professional competence and improved public relations are beginning—and admittedly these beginnings are still barely discernible—to bring about a greater public awareness of good design. I think it is up to us designers—through our work, as individuals, and through our professional organizations—to kindle this awareness to the point where it becomes understandable and supported.

But assertion of the architect is not only a question of our competence and cooperation with others alone. It is also very much a matter of our own willingness as architects to broaden the scope of our thinking and our activities.

You must *want* to be leaders before you can *become* leaders.

The Institute is determined to raise the professional scope and competence of our profession. And we are further determined to obtain public understanding and support for our work. That is what our public relations program is all about.

We are pursuing these aims not just in meetings, speeches, and high-minded resolutions, but in dogged, day-to-day, detailed devotion to a variety of projects and endeavors, many of which require considerable sacrifice on the part of a large number of our members.

There are several committees directly and indirectly concerned with the problem of professional competence. Others are working in almost every conceivable phase of the architect's job. Back-stopping these committees and implementing their programs is our Department of Education and Research with its vast ambitious technical services and complex architectural research projects.

The Institute helps guide and advise our architectural schools. We provide research, guidance, standards. We furnish contract documents and product literature. Through our publications we help keep you informed. Through our contacts and negotiations with other organizations and the multitudinous agencies of government we pave the way to greater accomplishments for all of us. All these efforts help realize our aims.

But only you — the individual architect — can really raise your professional competence and that of your office.

The same is true of public relations. As you know, a well-planned and effective public relations program is being conducted by the Octagon staff and our very able public relations counsel. The policies of this program are decided upon and their execution is supervised by our Public Relations Comittee.

I sincerely believe that this work has done much in recent years to improve the climate of public opinion as regards architects and architecture.

(Continued on Page 32)

Memorial Tribute to Sanford W. Goin, FAIA . . .



AIA President Richards hands to Mrs. Elizabeth Goin a plaque signed by the Institute's Officers and Board of Directors . . The inscription read: "The American Institute of Architects records its grateful appreciation of the valued services of Sanford W. Goin, FAIA, Regional Director of the Institute's South Atlantic District from May 18, 1957, until his tragic death, September 12, 1958. His fellow Directors recall with gratitude his wise counsel and his generous contribution of time and effort in sustaining and promoting the high purpose of the Institute."

The Business of The Convention

In the yearly report to the membership President Kruse sketched the background of the FAA at the time of the Convention last year and named six major changes in the organization's structure, policy and procedures which were authorized by actions of the 43rd Convention. These were: One, employment of a full-time Executive Director; two, institution of new and unprecedented administrative methods and procedures for the FAA; three, a new dues structure; four, establishment of committees new to FAA; five, initiation of a new convention policy giving hostship opportunity to any FAA chapter; six, conclusion of a campaign for Florida to assume a new status as a district of the AIA.

"Considering the mass of detail work required for the six changes," the president said, "Let alone that required for the unchanged course of FAA events, the accomplishment of the past ten months have been little short of miraculous."

The FAA president characterized the composite results of the past year as "a minor revolution" in the course of FAA history and development and paid tribute to all concerned for cooperation in bringing it about "without complaint or inconvenience". He paid high tribute also to the Mid-Florida Chapter as the first "guinea-pig" host to an FAA Convention under the new FAA Convention policy adopted last year. He stated his conviction that the confusion attending initiation of the new policy would be obviated by the fact that the new member of the FAA Convention Committee is now appointed each year in the person of the Convention Chairman of each new Host Chapter. This, he indicated would tend to provide experience and continuity for the Convention Committee's future operations.

Growth and development of *The Florida Architect* were also outlined — from a small pamphlet bulletin with a circulation of 800 to a self-supporting monthly magazine with an average guaranteed circulation of 3,500. The FAA's Official Journal is now issued under a controlled circulation permit and is listed in Standard Rate and Data Service for the information and guidance of potential advertisers. The president noted that issues and article reprints had been mailed to various governmental agencies and officials throughout the year.

Noted also was the increasing scope of the FAA's participation in governmental and legislative matters. The FAA president mentioned specifically the Association's cooperation in the Governor's Conference on City Planning and Slum Clearance and the Mechanic's Lien Law Revision Committee, also the attendance of FAA representatives at various legislative interim committee meetings. He spoke with particular satisfaction of the widening participation of Chapter members in community affairs and gave blanket praise to those Chapter members serving as interested and active members of various boards and civic committees in their own communities.

The president stressed the importance of interest and activities in Chapters as a background necessary to shape the course of development and accomplishments of the state organization.

"This development springs from the growth of prestige and confidence in the AIA from the Chapter level," he declared. "It is incumbent on the FAA to nurture and stimulate this growth, never failing to respond when asked for advice, never failing to give leadership when given the opportunity."

As to results of FAA committee work, presidential comment was not as favorable. He gave lack of good communications as the chief reason for the fact that committee accomplishments had fallen generally short of expectations. He charged that, in general, committee chairmen had failed to inform their vice-presidents,

(Continued on Page 24)



The Florida State Board of Architecture held its customary Fall meeting just prior to the 44th Annual FAA Convention. The meeting started on Monday, November 17, 1958, and continued through most of the week. On Wednesday, some Chapter presidents took advantage of the Board's previously-issued invitation to hear discussions of alleged statute violations. Here most of the Board relax during the Thursday night dinner party. Left to right, Franklin S. Bunch, Richard Boone Rogers, Archie L. Parish, FAIA, Board president, and Russell T. Pancoast, FAIA.

Toward A New Type of Civilization



This sharply defined perspective on architectural practice, sketched at the beginning of Thursday's "Workshop Session", shows professional practice today as an increasingly complex task of integrating an expanding number of technical factors with a shifting variety of social and economic requirements . . .

By PHILIP WILL, JR., FAIA

First Vice President,
American Institute of Architects

I'm going to try to put the practice of architecture into perspective. First, I'm going to deal with it historically rather briefly; then, secondly, outline some of those factors which are current and compelling in their influence on the manner in which we conduct our professional practices.

The phase of history I'm going to discuss is all covered by the lifetime of one man. My own father was born before the first factors I'm going to mention. I think this rather startling. For if you think of these things as being only yesterday, you can recognize, perhaps, how fast our profession is changing — right before our eyes.

Here, for example, is a background from the life and times of Stanford White — New York City about 1879, less than 80 years ago. The New York to which Stanford White returned late in 1879 was a city of two, three and four stories of red brick and brownstone fronts. There were perhaps a dozen passenger elevators in the downtown and financial districts. The New York telephone directory was a card, listing 252 names. There were no telephone numbers; and to call someone you gave the operator the name of the person you wanted. The service — costing as much as $20 per month — was slow and inadequate and limited to persons of wealth.

Electric lights were unknown; and kerosene and gas supplied what illumination there was. Offices, stores and residences were kept warm — there were no furnaces — with big round stoves called "base burners." The drays and carriages were horse-drawn — with an extra horse to help out going over the hills. Men wore paper collars and cuffs and dickeys. Coats stopped abruptly at the hips; and trousers were skin-tight. In the more refined homes piano legs and handles of the coal scuttles were adorned with wide satin sashes. In front of every cigar store was a wooden Indian with uplifted head, tomahawk in one hand, a bunch of conscience in the other.

Let's go on just a few years—to 75 years ago—for another vignette. And compare this one with your own current methods of practicing architecture. In the early eighties, with few exceptions, American architects were dilettantes. Though they took things easy, they were seldom trusted, always curbed, often reprimanded. They made and supplied drawings for plans as suggested by their clients; but for the most part they occupied a position analogous to a superintendent of construction today.

They knew—and were supposed to know—nothing about building laws, real estate values or mortgage finance. There were no typewriters; and 100-page specifications had to be laboriously copied by hand. There were no well-equipped schools, no professional draftsmen, no architectural journals. Blueprints were commercially impossible and photostats unheard of. One Nathaniel P. Bradley, considered a leader in our profession at the time, declared that elevators were unnecessary, because a three-story building was high enough for any purpose—and anyone who could, or would, not climb three flights of stairs might as well stay home anyhow!

But about this same time—75 years ago—there occurred an important architectural event. Col. William McLaren Jenny was commissioned to do the Home Insurance Building in Chicago. This was the first building with a skeleton steel frame. It was the first building with rapid elevators and among the first to exploit fire-proof construction.

Let's jump to just 55 years ago. In 1903 there were no formulas for designing reinforced concrete—and the material itself was regarded with great suspicion by engineers. In 1908 I believe Col. Jenny's office was the largest in the country—with 30 men! One of Col. Jenny's partners with whom I talked a few years ago recalled that in 1910 Col. Jenny invited a steamfitter to come into his office "to lay out radiators in buildings." So far as I've been able to discover, there did not exist up to that time a profession of consulting mechanical engineering. You designed the building

(Continued on Page 19)

...two great names



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Toward a New Type of Civilization . . .

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—which meant you did the shell—and a steamfitter put a radiator in front of each window. And that was the mechanical design!

As lately as 45 years ago—in 1913—there was practically no mention of any of the mechanical trades in any of the publications. And about that time the steamfitters began to ask architects whether they wouldn't put the steamfitters' trade on a separate set of drawings. In fact, the Boston Chapter of the Institute recommended to the profession generally that separate framing drawings be made for steel-framed buildings. There was also a suggestion about that time that maybe specifications should be divided into sections covering subtrades, so work of each sub-contractor could be separately set forth.

So here we are just 45 years ago providing the simplest kind of architectural service—no wiring diagrams, no hint of air conditioning, no science of acoustics, hence no acoustical control. None of the architects knew what programming a job meant. There was practically no research or economic analysis or such things as feasibility studies.

Let me quote from an AIA Gold Medalist—Charles Maginnis—speaking in 1933 about the twenties:

"In the past the talent of the architect has been restricted to the discriminating patron. It has shaped the domesticities of the well-to-do and the monumentalities of the state and church. It has served to honor the halls of commerce and add an occasional highlight to the sky lines of our cities. . . .

"In the shaping of our cities the architect's concern has been until now impatiently limited to minor problems of its articulation. He has punctuated the skyline of New York, for example, with skyscrapers without having any thing to say about their rationality. As it is, the perspective from Hoboken reveals the staggering price the future is to pay for its splendid and engaging dynamics. The community planning of the future will be too scientific to tolerate such chaos. The skyscraper has been a piquant and picturesque episode in the evolution of American architecture. But the signs are unmistakable that its irresponsible vogue is near an end."

I maintain that Mr. Maginnis was wrong only as to time.

We all remember the thirties—some with considerable pain. It is known, perhaps as a period of revolt against eclectic design. But also it was a period of considerable change and development of zoning laws—so it seems that zoning is a comparatively recent invention.

In the forties it was discovered that maybe there was profit in beauty—that beauty was good advertising. But not too much thought was given to the possibility that architecture could perhaps be beautiful for its own sake.

So much for history. What I've described has all happened in the matter of one man's lifetime. Now what factors are now current—and of current importance?

The first, I think is technological change. The second is bigness—I mean bigness in everything with which we deal. And the third, which is perhaps the most important, is the velocity of change—the rapidity with which the scene in which we live is shifting.

You're all familiar with many of the technological changes—the new materials constantly being offered; the new methods of construction as space frames, folded plates, compound curves, curtain walls. With communications now rapid beyond our belief two years ago we have automation, which is even now having its impact on engineering, if not architecture. Recently the dean of architecture at my own university spoke about the training of engineers. He made the point that you just can't train engineers for today. There's a 20-year gap involved; and you've got to guess what kind of problem engineers will be solving 20 years hence when they're in practice.

They are now concerned with such things as nuclear energy, solar energy and something called "symbolical logic," which is a form of math that is the result of computors. Today it is now possible to design a highway without even walking over the site

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As Science Sees Our Future . . .



A space scientist must, presumably, be careful with his words. In the Convention's "Opportunity Session" Dr. Walsh did not paint as complete a picture of our space-conquering future as many of his listeners might have wished. He limited his discussion to the immediate possibilities— a "near future" voyage of 240,000 miles to the Moon, with a safe and successful return for the voyageurs. But his talk—reproduced here minus the statistical data on which his assertions were based—held tremendous implications, nonetheless. "Somewhere in this country," he said, "are two boys, now ten years old. They may be in your town or in mine. But in about twenty years they will be scientists; and as a scientific team will be the first men to reach the Moon. The conquest of space is, truly, closer than we think" . . . That "near future" will be of tremendous import to architects and engineers. As Dr. Walsh said, "new design concepts and new fabrication techniques must be developed so that we can produce the most efficient structures we can imagine". And the rate at which technological developments are now accelerating mark that one statement as among the greatest challenges ever encountered by the design professions . . .

By DR. J. PAUL WALSH

Naval Research Laboratory

One day in the near future men (probably two) are going to board a rocket-powered vehicle and leave the earth on a voyage to the moon. Their plan will be to explore, to establish an outpost on the moon for later explorers and to return to the earth. Since we are practically certain that this is going to happen—I recognize that the exact time-table is a matter of opinion at the moment—architects, engineers, and scientists must start seeking solutions to the enormous number of formidable problems that we must explore between now and the day our moon voyagers ride down Broadway after their return.

In the immediate future, going along with the development and use of weather, communication, and navigation satellites, will be the continuing exploration of the solar system and the initial flights of man into space.

It is important for us to remember that we must never allow a man to go into space until we are certain that he has an exceedingly high probability of getting back to earth safely. Therefore, the instruments will precede man on any given advance. But man will follow as soon as he knows what he is up against, which is what the instruments will tell, and has a solution to the problem.

The exploration of the solar system will follow the stepwise pattern which new developments and exploration always have followed. To begin with, there will be a continuing program of scientific earth satellites used as the present ones are. Satellites will be established in orbits about the moon. These will give us our first view of the "dark" side of the moon. After the satellites, soft landings of instrumental probes will be made to measure characteristics of the moon's surface, and sometime in this program a sample of the moon will be returned to earth. We are eager to learn about the moon because this could provide answers to many questions concerning the origin of the earth and the solar system. But in addition we must know these things before we can send men to the moon.

As soon as the environment is known and technology has produced the required protection against it, man will follow where the instruments have been. It is now estimated that in about three years we will have learned enough by the use of close-in satellites, and will have developed the apparatus, to permit a man to go into an orbit about the earth.

I have said that sooner or later man is going to the moon. The first men to do so will be explorers, but following them laboratories and observatories will be established, and before long there will be a permanent manned station.

It is when we consider the environment of the moon that we meet our greatest challenge. The outstanding fact is that the moon has no discernable atmosphere; it is in a vacuum more perfect than any we have ever achieved on the earth. This means so many things to the designer. For example, we must take with us or generate our own air supply and carry it with us where ever we go. We must devise methods of regenerating oxygen from the carbon dioxide that we exhale. Systems have been proposed for doing this in many ways, for example by means of algae colonies transported, of course, from the earth. But wherever we go on the moon we must take our supply of oxygen with us and the supply must last.

There is no water on the moon. Perhaps, as has been suggested, we can devise a method of extracting the water of crystallization from rocks. In any case the conservation of water

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Colorful Capri tile has been specified for use throughout the new Edgewater Arms apartment building now under construction on a beach-front site at North Ft. Lauderdale. The architect is George J. Sole, the builder, Frank J. Rooney, Inc.

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As Science Sees Our Future . . .

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will be a problem of great importance, particularly if all make-up water must be transported from earth.

The lack of an atmosphere exposes the moon traveler to either the direct radiation of the sun or the loss of his own heat by radiation into space. Temperature measurements made at Mount Wilson showed that the mid-day temperature of a spot on the moon reached 134 degrees centigrade, or 273 degrees Fahrenheit, and the temperature of the night surface reached minus 153 degrees Centigrade, or minus 243 Fahrenheit. Since there is no atmosphere there is not convection heating or cooling, but the heat transfer is by radiation and conduction. Therefore, we must be shielded at all times either from the sun or from space. A moon day is about 15 earth days long and a moon night is about the same length. This as you can see presents design problems in heat capacity, storage, and utilization. The moon is an ideal site for solar heating, but we must be prepared to do without the sun for 15 days; thus the storage problem is one of major proportions. Any structure, of course, must be designed to withstand these temperature changes.

The buildings must be designed to protect the occupants from radiation of all kinds: ultraviolet, x-rays, cosmic-rays. At the moment, we cannot specify the exact levels of these radiations. But we must plan on radiation shields.

Then we have the problem of matter from space hitting our structure. This matter will range in size from an unceasing rain of fine dust to meteorites weighing hundreds of tons. Fortunately for the architect, to say nothing of the moon dweller, the impact of a meteorite of great size is a very rare event, and one for which we will not design. Since the velocities with which these materials strike the moon are measured in *miles* per second, the distribution of size of the dust must be determined so that adequate shields can be designed. Even so, punctures by small pellets will occur occasionally. Penetration of an occupant in this fashion would be instantly fatal, but the probability of this is believed fairly low. From the earth's surface on a clear night one can see about ten meteors per hour. These are small grains of stone and metal which disintegrate in the earth's atmosphere. But on the airless moon, each one will be a potentially deadly little bullet.

The meteor hazard can be reduced in a number of ways, of course. Meteors come from all directions, so that merely locating a moon building in the shelter of a deep valley or beside a mountain range would reduce the number of impacts.

In the future we will use native lunar materials for our construction after we determine what the materials are and how they can be used. It could turn out that the best way to build on the moon is to blast caves into the hills, but for the present, we must plan on transporting our food, clothing, shelter, water and air to the moon from the earth.

Let us take a look at the transportation problems based on our present experience with satellites and probes. All material shipped to the moon will be by rocket. It is a long trip—some 240,000 miles—and an expensive one. We are accustomed to thinking in terms of vehicles that can carry many times their own weight to their destinations and can do it many times over—trains, trucks, aircraft, ships. But rockets are different. For example, the Thor-Vanguard rocket which was used in the attempts to put 25 pounds into orbit about the moon weighed 52 tons at takeoff. To travel or land on the moon is harder because the load must be slowed down and guided so that it is not destroyed when it lands. This slowing down requires a retarding rocket system and a payload guidance system, all of which reduces the actual material that our interplanetary transportation system can deliver. So it is probably fair to say that for every pound of material we want to deliver to the moon we must have a rocket which at takeoff weighs about 5,000 to 10,000 times as much. This will be improved, but a good estimate at present is landing a ton on the moon will require about a 5,000 ton rocket at takeoff, and the rocket is only used once.

The lesson is clear: each piece of structure and material unloaded onto the moon must have a vital purpose, and it must be the most efficient that architects and engineers can devise. New concepts of design and fabrication are required to meet this fantastic challenge, but the rewards, as you have seen, are high.

These and a host of other problems that we cannot visualize will be met and solved, and I fully expect that before twenty years have passed, the two men will have been to the moon and back.

Machines To Probe Possibilities of Space



Here the "Opportunity Session" panelists Charles A. Blaney, Jr., left, William B. Harvard, FAA Vice president and panel moderator, and Dr. J. Paul Walsh, study an exact replica of the space satellite which is now in orbit about the earth and is confidently expected to swing around our old planet for the next 200 years. Such satellites are the eyes and ears of the space scientists and will increasingly be used to monitor and report on a wide variety of cosmic conditions. More elaborate space probes are now in the making; and when they have provided suficient technical information, Dr. Walsh says, the man-journey to the Moon can be programmed.

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Business of the Convention . . .

(Continued from Page 15)

In outlining a future course for the FAA, the president referred to the article in the November issue of The Florida Architect—"*Background for the Future . . .*" — as suggesting a series of goals for the FAA.

"This article," the president said, "mentions ten goals for the FAA, six which we might expect to attain in a few years, four toward which we have hardly started.

"If we do nothing voluntarily toward the first goal — that of professional education and competence — the law will force us. The increasing number of legal decisions indicate that we cannot pick and choose the extent of our professional responsibility to the public. The courts have already decided for us that we are responsible to the public for complete, full, competent supervision of our work, whether the agreement with our clients exclude it or not."

Much time was spent during the sessions discussing financial affairs of the FAA during the past year. After considerable debate, the dues structure was not changed for 1959; but the Board was asked to make a study of dues based especially on the plan of the Washington State Chapter.

Two measures were passed as recommended in the supplementary report of the Legislative Committee, chairmanned by James K. Pownall. One classified the Committee as "a standing, non-vertical Committee composed of 11 members" including the chairman, who would be chosen by the FAA president upon the advice and consent of the committee chairman and chapter presidents.

The other continued the retention of the legal firm of Tench and Reynolds "at such arrangement as may be agreed upon by the Board of Directors and Tench and Reynolds in order that the best interests of the work of the Legislative Committee may be served."

The Convention ratified, with little comment, all the By-Law changes proposed by the By-Laws Committee chairmanned by Walter B. Schultz. It also approved the following resolution relative to regional organization as submitted by Clinton Gamble as chairman of the Resolutions Committee:

"Whereas, by action of the national Board of Directors of the Institute at its November meeting, 1958, it was declared that the State of Florida will become a region of the Institute immediately after the National Convention in June, 1959;

"Whereas, there has not been a definitive statement in detail proposed as to the coordination, fields of effort and responsibility between the region of Florida and the Florida Association of Architects;

"Now Therefore Be It Resolved, that the Florida Association in convention assembled empower the Florida Association president and two appointees by him to meet in committee with the present South Atlantic Director and two appointees by him to formulate this definitive statement;

"And Be It Further Resolved, that a report of this committee be furnished the 10 chapters, the Board of Directors of FAA and the Board of Directors AIA so that agreement between all these bodies be reached as quickly as possible."

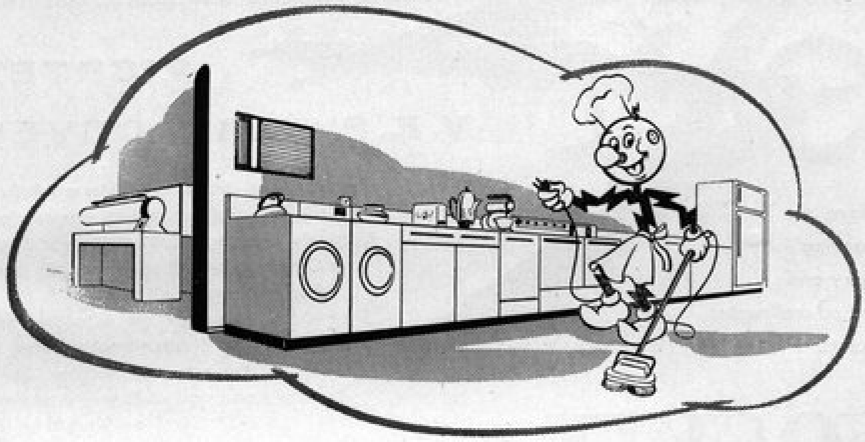
From Morton T. Ironmonger, who signed himself "Lame-Duck FAA Treasurer", the following comment:

"*I would like to explain my campaign against re-election as Treasurer of the FAA at the recent convention in Miami Beach. Although I was renominated by the Nominating Committee, I felt that I could not do justice to the FAA inasmuch as I maintain the office of the State Board of Architecture and meetings of the Board quite often conflict with meetings of the FAA, particularly at Conventions.*

"*I was a director from the Broward County Chapter for two years and have been Treasurer for four years on January 1, 1959, and feel that someone else deserves the honor of being treasurer. I have thoroughly enjoyed my association with the FAA Board and will miss the comeraderie of the meetings.*

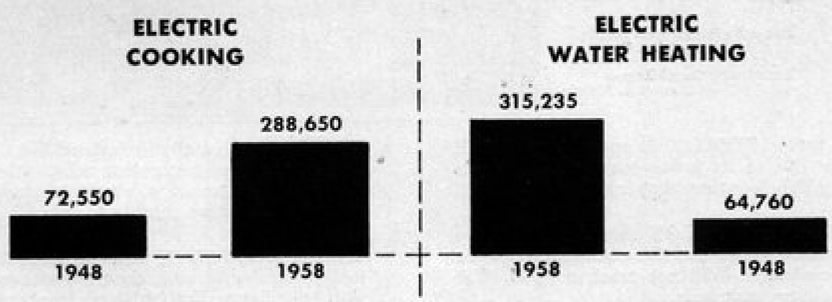
"*My best wishes to my successor, Mr. Joe Shifalo—and may he enjoy the same feeling I had in doing the job.*"

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Toward a New Type of Civilization . . .

(Continued from Page 19)

where the highway is to pass. First, two points are fixed—one where the highway will start, the other where it will end within the vision of an aerial camera. Then pictures are taken from the air; and from these it is not only possible to determine the contours, but the geology of the ground and the sub-soil conditions. Design data is then fed into a computor, which comes out with a complete estimate of costs, materials needed and so on.

I begin to wonder what happens to the draftsmen under such circumstanes. It suggests at least a direction. Whether this will have an impact on architects, I would not even hazard a guess!

We are all certainly aware that new energy sources are needed as our fossil fuels give out. We know also that even all the waterpower in the world, fully developed, will probably provide for less than three percent of our ultimate power needs. So we now have fission. And we have also fusion and solar energy, all of which can become extremely important.

We are told by the director of the Stanford Research Bureau that in 10 years two-thirds of the economic activity of this country will feel the impact of nuclear energy. Nuclear energy will account for technical advances that will exceed any ever made before in the history of the world.

Not only is our population growing, but it is concentrating—so that its impact on our metropolitan centers is even greater in proportion to overall growth. We know that government is big, that industry is big, that labor is organized and big. We know we are dealing with big clients who understand and like, themselves, to deal with bigness. All problems revealed by currently developing forces are big. We have very few little problems to deal with as architects. It seems to me the implication is clear: Offices of all kinds and sizes will still be needed. But we will see more and more large offices integrated with varieties of services never before offered.

THE PACKAGE DEAL

The Convention's Thursday afternoon "Workshop Session" was concerned with the possible widening of architectural services. It dealt specifically with "The Package Deal" and methods for combatting it . . . A fully documented report of this session will appear in an early future issue of this publication. It will contain contributions by panelists Herbert C. Millkey, Grayson Gill and Vincent G. Kling—including their answers to questions. Watch for it!

Now one word on velocity—how fast the changes are coming. It seems notably true that buildings no longer wear out. They become obsolete for design reasons; for structure is no longer a limitation in the life of a building. We find ourselves losing our own sense of security. Because of the rate of change, property we thought valuable loses its value; our investments may disappear—and even highly developed skills become obsolete as they are taken over by the machines. Thus I suggest it is important for us to know at least the direction in which we are moving and what changes are occurring so that we can at least be in motion with the stream.

As Kiplinger recently pointed out, a whole series of tremendous events have taken place since 1932. Included are these few—growth in auto transportation, splitting of the atom, wonder drugs, synthetic fibers, transoceanic regular air service, commercial TV, a 10-year increase in life expectancy, a 10 percent shorter work week, a tremendous increase in labor wages. All this and much more has happened in 25 years.

As to a comment on the future, I can hardly do better than quote from our revered Louis Sullivan, who once suggested that: ". . . *the critical study of architecture becomes not the study of an art, for that is a minor phase in the great phenomenon, but in reality a study of a new type of civilization.*"





This Broward County Chapter exhibit was constructed of painted framing members supporting three natural-finished roof vaults of glued-laminated plywood — the whole structure being ingeniously secured by aluminum "jiffy-joint" fasteners, which with aluminum pipes were also utilized to provide hanging support for the panels that carried the exhibit story. The result was a highly effective booth which attracted a great deal of favorable attention throughout the term of the BBE Exposition.

DO WE HAVE YOUR CORRECT MAIL ADDRESS?

If you are not receiving your copies of this FAA magazine, it is probably because your address in our stencil files is incorrect . . . . We try hard to keep abreast of all address changes. You can help us do so by following these suggestions:

1...If you change jobs or move your home to another location, get a change-of-address card from your local Post Office and mail it to us.

2...If you join an AIA Chapter, tell us about it, listing your current address. Busy Chapter secretaries sometimes forget to file changes promptly.

Don't let yourself become an "unknown", a "moved", or a "wrong address".....

Broward Chapter Placed First in Chapter-Affair-of-Year Vote

Supplementing his Chapter Affairs Committee Report as published in *The Florida Architect* for November, 1958, Committee Chairman John L. R. Grand announced at the 44th Convention that activity by the Broward County Chapter had been voted outstanding. The Chapter affair submitted by the Jacksonville Chapter was judged second; that from Florida's newest group, Florida Northwest, placed third.

A novel method was used to report and vote on activities on which the Chapter-Affair-of-the-Year could be graded. Each Chapter Affairs committee chairman was asked to submit, on behalf of his chapter, the activity deemed most notably successful. Each submission was circulated to all ten AIA Chapters in Florida with the request that each Committee Chairman then grade them all except his own, giving 10 points for the first, nine for the second and so down the line. Poll results were then assembled and the submitted activities graded.

Broward won top spot for the sponsorship of an exhibit at the Annual Broward Building Exposition held in Ft. Lauderdale during March, 1958. The exhibit (reported in the April, 1958, issue of *The Florida Architect*) told the architect's professional service story in a cleverly arranged series of cartoons, signs and drawings. The exhibit was slanted at the public, was attended at all times by a member of the Chapter to answer the questions of viewers and was excellently received by both public and press.

Second place in the unique Chapter Affairs "competition" went to Jacksonville in recognition of that Chapter's work in developing, staging

and managing an outstanding exhibition of their city's architectural development since the great fire in 1901. The exhibition opened June 1, 1958, was viewed by several thousand people and did much to improve the public's recognition of their city's growth and planning problems and the architects who have participated in solving them. Entitled "57 Years of Significant Architecture in Jacksonville", this Chapter project was the subject of an extended report in the July, 1958, issue of *The Florida Architect* by Robert C. Broward, headed "Fifty-Seven Years of Growth".

A community project by the Northwest Chapter in connection with the coming Quadricentennial Celebration in Pensacola won third place in the poll of Chapter Affairs chairmen. Various architects of the Northwest Chapter have collaborated with local members of the AGC in reproducing the original Pensacola Village which was built on Santa Rosa Island in 1723 and later destroyed by hurricane-driven tides. Both architects and contractors have agreed to accept revenue certificates for their services in designing and erecting the buildings. This "affair" has brought architects into the forefront of Quadri plans in Pensacola.

Placed fourth was the Florida North Central Chapter for its work in documenting, for the AIA Committee on Preservation of Historic Buildings, five Tallahassee structures dating from 1800.

Fifth place was voted to the Florida North Chapter for its recognition of, interest in, contributions to, the architectural profession by citizens of Gainesville.

Sixth place went to the Mid-Florida Chapter for instituting its Annual Awards Banquet, started in 1957 to give recognition to building contractors, sub-contractors and suppliers for outstanding accomplishments.

Seventh, eighth and ninth places were voted respectively to the Florida South Chapter—for development of its lounge area in the Dupont Plaza Center, Miami; to the Daytona Beach Chapter for its Beaux Arts Ball; and to the Palm Beach Chapter for its cooperative "trade programs".

Florida Central Chapter did not submit a Chapter Affair-of-the-Year and did not participate in selection.

News & Notes

Church Architecture Exhibit Planned for February in Los Angeles

Architects throughout the state will have the opportunity of showing churches they have designed at the 1959 Conference of Church Architecture scheduled for February 17 through 20, 1959, at the Statler Hilton Hotel, Los Angeles. The architectural exhibit, which for many years has been an important feature of the Conference, is sponsored by the Church Architectural Guild of America and is open to all registered architects who have completed or planned churches of any denomination or faith in any part of the United States or its possessions since 1954.

Awards will be made in seven classifications, with special feature or exceptional merit awards possible if submissions warrant. A number of entries will be selected as a traveling exhibit.

Rules for submission of material are rigid and differ somewhat from those covering most AIA exhibits. Full information relative to them (and entry blanks) may be obtained from Mr. H. Walter Damon, 215 Lincoln Avenue, Youngstown 3, Ohio. Closing date for entries is January 15, 1959.

Product Exhibit Awards

This year two of the 71 firms represented in the 76-booth Exhibit of Building Products at the 44th FAA Convention won the FAA's customary stainless steel plaque signifying the outstanding character of their displays. One, awarded a plaque for "Excellence of Display" was the Kaiser Aluminum and Chemical Company. The other was the Ware Laboratories of Miami which won an award for "Educational Value" on the basis of the presentation of their aluminum windows.

Selections were made by a jury composed of Raymond Kastendeick, FAIA, treasurer of the AIA; Oren Frost, Miami, President of the Art Directors' League of Greater Miami and an advertising executive with the firm of J. Walter Thompson; Robert E. Denny, AIA Public Relations Counsel; Donald G. Smith, president of the Greater Miami Chapter, CSI; and Walter A. Taylor, FAIA, Director of the AIA's Department of Education and Research.

Awards of the coveted plaques were made by Mid-Florida Chapter president and 1958 Convention Chairman Joseph M. Shifalo at the Party and Awards Dinner.

Though not a recipient of a jury-selected award, the exhibit of the Tiffany Tile Corporation of Tampa drew a record attendance for the Convention—548 by actual count of those in charge of Tiffany's booth. Archi-

tects and Convention visitors throughout the state received a portrait on tile—a quick cartoon sketched by a hard-working artist who did his best to capture mood and likeness of his posing visitors. Some of the results were good—some not so good! But visitors and booth attendants alike agreed that the Tiffany program was fun—with the eminently practical result of getting a sample of Tiffany Tiles into the hands of many potential specifiers!

The Students' Column

By GEORGE CHELLAG

Guest lecturers have always been a welcomed and stimulating contact with the practicing profession. By courtesy of the Department of Architecture and the Student Chapter of the A.I.A. there has been through the years a healthy program of architectural personalities. Men such as Buckminster Fuller, Victor Lundy, Max Abramovitz and others have, in a most gracious way, given their services to enlighten the students of arhitecture here at the University of Florida.

This "enlightenment" has fallen upon two fields so far this season; historical and technical. The former was presented by a gentleman familiar to the students through the proximity of his practice, that is a "local architect," David Reaves. An enthusiast of the Mayan work of Mexico, Mr. Reaves has accumulated a most informative and picturesque series of "first hand" slides. His evening of Chichen Itza, Uxmal, Labna, and other more remote areas was a provocative glance into this amazing civilzation.

More immediate was the study of climate, "Climate and Architecture," by Jeffrey Ellis Aronin. Here Mr. Aronin showed the means by which the architect could "work with the climate rather than against it." The lecture offered a re-emphasis of the important position the climatic environment holds in architectural design.

These lectures will continue to formulate and stimulate architectural thinking here and we anxiously await each new personality.

You And The A. I. A. . . .

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A large part of the Octagon's public relations work, however, is providing you—the regional, state and local organizations of AIA, as well as individual architects—with the tools and aids to do a more effective job of public relations in your communities. In fact, when we come right down to it, you—the individual architect—are essentially the best and most effective public relations man for yourself, your work, the AIA and architecture.

And the public we talk about when we use the words public relations is your community: Your neighbors, the people you work with and work for, the builders, suppliers, salesmen, and officials you deal with. The people you meet on the street.

I believe that to practice architecture means to devote loving care not just to building, but also to our relations with people. Not just to community planing, but also to our communities. I believe that to practice architecture means to practice good citizenship in the broadest and most enlightened and most constructive sense.

I feel that the architect must be firmly rooted in his community. It doesn't do for us to live in an ivory tower, above and apart from the world we live in. We are and should be artists first and foremost. Architecture is a *living* art, an art which more than any other must *serve people*. Our work is not hung in museums or placed in a secluded corner of a hidden garden. It is the *art of bringing order, artistic order, into the complex hurly-burly of our complex society*.

To do this job properly we must be a part—an active part, a living part—of that society. We must be firmly rooted in the *life* of our communities.

This means, among other things, that we should speak the language of the people. Even when we talk about our work. If architecture is to be *fully enjoyed by all*, it must be *understood by all*. And that means that we architects must learn to communicate simply and understandably about it.

It takes time and energy, I grant you, to serve on boards, to attend business and service club meetings, to participate in civic campaigns and Parent-Teacher Association efforts. But every minute spent in such activities is not only good public relations for our profession. It is also time spent in the direct service of architecture.

And good service to architecture and good public relations, it seems to me, are one and the same thing. Both are essentially a matter of human relations. Good human relations are also the magic words which should inspire all our thinking about the AIA.

Now, I am not saying that professional competence and good human relations alone are solving all our problems for us. But I do say that the work of AIA is steadily bringing us closer to meeting the challenges of the new era of opportunity we are discussing here.

There are some to whom AIA means little more than three letters standing behind their names. Letters which symbolize a little additional prestige and standing purchased for their monthly dues.

But for you and me and the vast majority of our growing organization—for all those who actively participate in the work of AIA—these letters stand for a world of inspiration and strength, for a sweeping movement in the service of mankind.

As Edmund Burke has said: "*All that is necessary for the triumph of evil is that good men do nothing.*" Conversely, if we are active and alert, if we speak up and participate, if we advance our best architectural ambitions together in our professional organization there is no telling what we can do to create a better environment for man—a better future.

With your help The American Institute of Architects can do much to make our fondest dreams come true.

It is up to you.

For the AIA *is* you—the sum total of its members.

The shape of the future is largely in our own hands.

Gift Award Proved a Popular Feature of 1959 Convention

Interest in what product exhibitors were displaying paid off handsomely for six fortunate Conventioneers just before President Kruse banged the gavel to adjourn the FAA's 44th Annual Convention. At the close of the final business session, Saturday, November 22, these men received these awards as the FAA president pulled their stamped and signed Product Exhibit folders from a box:

Corporate Herbert R. Savage, Florida South Chapter—An all-expense, ten-day Caribbean Cruise for two on the SS *Evangeline*. He received a paid-up certificate which can be exchanged for tickets any time during the current cruise season.

Corporate L. Alex Hatton, Mid-Florida Chapter—A one-and-one-half by three-foot ceramic tile panel mounted on a rubbed-finish walnut base. The panel, hand-crafted by Ceramist Kay Pancoast especially for the FAA Convention award, depicts various phases of construction.

Associate R. Carrol Peacock, Palm Beach Chapter—Another all-expense Caribbean tour, this one a three-day week-end trip to Nassau aboard the hotel-ship SS *Florida*. The paid-up certificate covers accommodations for two and can be exchanged for assigned space at any time.

Associate Frank K. Stetson, Jr., Palm Beach Chapter—A first-quality, top-grain cowhide dispatch case, big enough to hold an entire job file or to serve as a swank travel case for week-end tripping.

Student Associate Lowell Lotspeich, Gainesville—An Argus 35mm camera with a 1.28 lens, built-in range-finder and flash attachment. A top-grain leather carrying case was included.

Student Edward W. Castellani, Gainesville—The finest water-color set obtainable, including an aluminum box, porcelainized mixing palette, three sable-hair brushes and a complete range of Winsor and Newton tube colors.

This year awards were arranged for in three categories reflecting classi-

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Gift Awards . . .

(Continued from Page 33)

fications of FAA membership in order to make sure that associates and students as well as corporate members had the opportunity to receive an award. Just for fun, two other "door awards" were made—one for attendance at Thursday night's party, the other in connection with Friday's banquet. Recipients were:

George Hendrick, AIA, Mid-Florida Chapter, took home the Thursday night award of a portable barbecue outfit which included a rotisserie attachment for use over the fifteen by eighteen-inch grille.

J. Robert Swartburg, AIA, Florida South Chapter, received an Argus 35mm camera and flash similar to that presented to the Student Associate winner as a tangible memento of the Friday evening banquet.

Opportunity Bulks Big . . .

(Continued from Page 10)

enough to take care of the entire ten-million pupils added to the school population since the war; and in addition we have built new classrooms for another five or six-million pupils who would otherwise have been accommodated in ancient and outmoded buildings. The job of new school construction is by no means finished, but the basic shortage has been broken. As a national problem the schoolroom shortage today is fairly well down the list.

And it is interesting to note that the schoolroom shortage was cured without the aid of any massive Federal financial assistance. In fact, Federal aid accounted for less than two percent of the total expenditures for school construction. In other words, when it got right down to the highly personal and individual matter of education for their own children, the taxpayers of the local communities and the states voted for the necessary taxes and bond issues. And voted to a remarkable extent—on a nationwide scale—for good architecture, very good architecture.

If it can be done with schools, it can be done with other things of the same or even larger magnitude. There is an exasperation point beyond which Americans will not go. Having

reached it, they boil over into concrete, and usually constructive, political action. That exasperation point is very close, in my opinion, in many aspects of urban life. That is the reason I am so sure we are going to see throughout the "Sixties" a rising tide of action—or healthy reaction—against all the monstrous problems of American cities. The architect must encourage and guide this reaction. The architect at every opportunity should try to hold up before the public a vision of what his city or his community might look like, might be. If he does, if *you* do, then I think you will be surprised at how soon the action will follow.

To the architects of Florida, many of the problems of the old cities of the northeast and middle-west may seem a little remote. It doesn't cost $10-million a mile to correct a highway mistake of a generation ago. But some day, at the rate Florida is growing, it might. You still have a greater opportunity than most of the country to control and guide your growth. Make the most of it while you can.

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Message From The President

By H. SAMUEL KRUSE
President, FAA

Much of my thinking is done while I mow my grass. I use a park-type power mower which has been in the family for ten years and is thoroughly familiar with the route we take some forty times a year over the acreage. This provides me with undisturbed time for thinking as I walk in the sunshine behind my trusty mower. There are three acres. Taking out the area for the trees and the house, there are 2.6 acres of grass to mow. That provides weekly exercise and hours for thinking.

Nearly all of my speeches, articles and reports are developed behind the mower so that only the writing and editing need be done during the short time allotted for preparation. Last weekend I prepared a few appropriate words for the Construction Specifications Institute's Florida Charter Dinner, a talk for the American Society of Civil Engineers—and this, my last "Message" as your President. In ruminating in my mind the things that were done during the past months and things that must be done in 1959, the Legislative Year, I became overcome by the realization that FAA stands on a threshold of greatness. And when I say FAA, I mean not the officers and directors of an organization but the body of its individual members, who, by becoming members of the AIA, have accepted the premise that by concerted individual action they shape the future of their profession.

At the 44th Convention there were given some of the current opportunities, which, if properly exploited, will give our profession prestige and statewide influence for our individual benefit. However, not all of the opportunities were mentioned, for in the Florida Planning and Zoning Association, in Construction Specifications Institute, in the Florida Foundation for the Advancement of Building and in Education we have additional opportunities.

There is danger that we might neglect these opportunities and not properly exploit our current advantages. Each individual member must be aware at all times that his membership in the AIA indicates his acceptance of responsibility in three spheres of activity: local, regional and national. He must be conscious that these three levels of responsibility are inter-related—not one on top of the other, but all dependent upon the individual activities in three distinct spheres, no one of which is more important than the others.

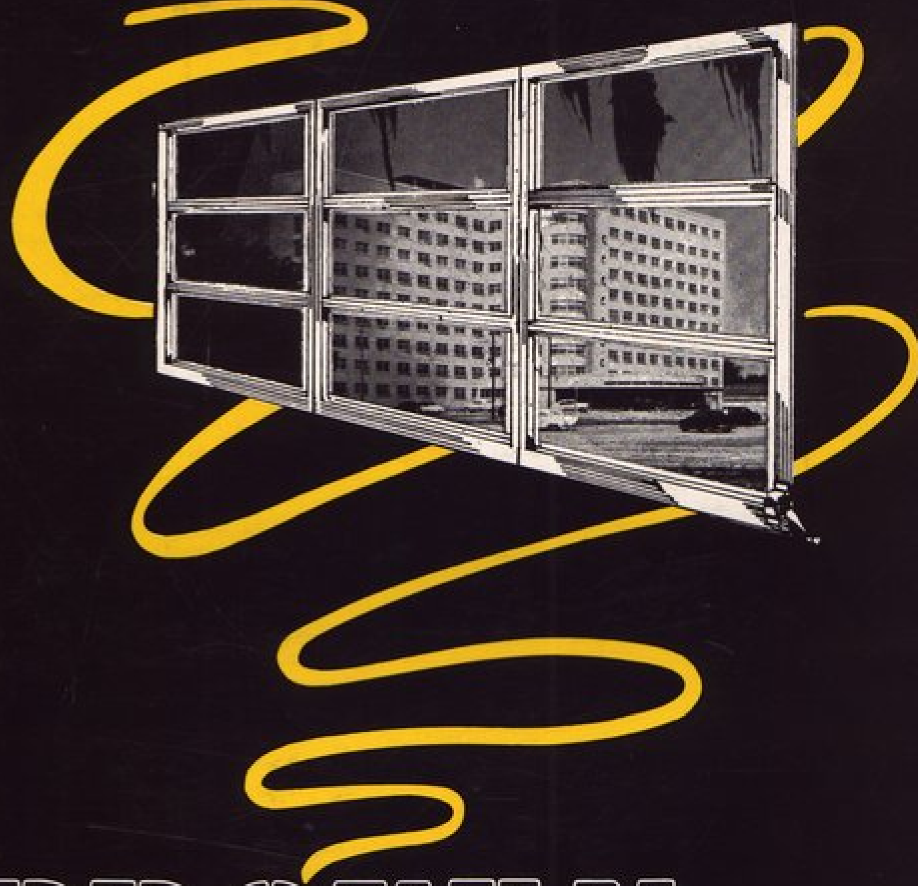
Some individuals can devote more time for the profession than others. These members are usually the officers, directors and committee chairmen. Most of us support our profession by paying dues, voicing opinions at meetings, keeping informed as to profession problems and maintaining a high degree of ethical and competent professional service. This last mentioned support is important to the profession. But it alone does not influence legislators, does not give direction to our schools of architecture, does not set national standards and regulations, nor the host of things which affect the individual's well-being about which he can do little except in concerted action with other individuals. The effectiveness of the concerted action is in direct proportion to the willingness of individuals to agree on a program—and then support the program.

Notice how all-important the individual member becomes. From him springs ideas; from the ideas a program is devised; and by his individual support is determined the effectiveness of the program.

Your new President, John Stetson, along with the new Officers and Board, will develop your ideas into programs for the exploitation of the opportunities now apparent to us all. When these programs are devised he cannot effectively execute them without your individual support—by paying dues promptly, by serving on committees when called upon and by offering timely constructive criticism. Being a legislative year, it is even more important that this support be fully given. The 1958 Board Members and Officers should make a special effort, whether they are to serve in 1959 again or not, to pass on to the new directors and officers copies of last years' minutes and all information they can give concerning past policies, procedures and administrative organization. Committee Chairmen must do likewise to their new counterparts. If we can save orientation time for our new administration, more time will be available for getting on with the work.

Being your President for 1958 has been a rich and exciting experience for me and working with you for the progress of the profession rewarding. I am grateful for the opportunity to serve you. It is unfortunate that all the members may not gain the rewarding experience of Presidency of the FAA. The President of FAA is in the middle of things. The big picture is clear from his vantage point. He sees the national, regional and local scenes at work —and it makes lots of sense.

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